



WXYZ

ORDER

Print Date 09/14/12

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Flight Dates **10/02/12-10/08/12**

Contract / Revision **310790 /**

Original Date / Revision
09/12/12 09/12/12

Advertiser **CARE for Michigan**

Agency **Davis Group (The)**

Buying Contact

**4201 Bee Caves Road - Suite C-101
Austin, TX 78746**

Product
CARE for Michigan

Agency Com 15%

Billing Contact **Pam Newby**

**4201 Bee Caves Road - Suite C-101
Austin, TX 78746**

Sales Office EWSDC

Sales Region NAT

Agency Ref

Order Sep 00:20:00

Estimate # **1284**

Alt Order #

Billing Type Cash

Order Type GENERAL

Billing Cycle EOM/EOC

Billing Calendar BROADCAST

Demographic A25-54

Rev Codes POL POL ISS

Product Codes PL

Priority FX

Advertiser Ref

Primary Account Executive
Dave Lombardo

Account Executive	Order%	Start Date	End Date
Dave Lombardo	100%		

Order Share % Market Value

Competing Station	% of Order	Amount
CABLE	%	
UNKWN	100%	
WADL	%	
WDIV	%	
WDWB	%	
WJBK	%	
WKBD	%	
WLPC	%	
WPXD	%	
WTVS	%	
WWJ	%	

Order Totals

Billing Plan

Month	# of Spots	Net Amount	Gross Amount	Rating	Start Date	End Date	# Spots	Net Amount	Gross Amount
October 2012	17	\$24,395.00	\$28,700.00	0.00	10/01/12	10/08/12	17	\$24,395.00	\$28,700.00
Totals	17	\$24,395.00	\$28,700.00	0.00					

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
N 1	WXYZ	10/03/12	10/08/12	5am News M-F 5am News M-F	CM	5-6am M-F	1-111--	:30	4	\$700.00	FX	0.00	NM	4	\$2,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:		10/02/12	10/08/12	1-111--		4			\$700.00			0.00			
N 2	WXYZ	10/02/12	10/04/12	GMA M-F 7-9am M-F 7-9am	CM	7-9am M-F	-1-1---	:30	2	\$1,600.00	FX	0.00	NM	2	\$3,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:		10/02/12	10/08/12	-1-1---		2			\$1,600.00			0.00			
N 3	WXYZ	10/07/12	10/07/12	Action News SUN 6am Action News SUN 6am	CM	SUN 6-7am	-----S	:30	1	\$500.00	P-2	0.00	NM	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			



WXYZ

Print Date: 09/14/12

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Contract / Revision **310790** Flight Dates **10/02/12-10/08/12**

Hiatus Dates

Original Date / Revision 09/12/12/ 09/12/12

Order Sep 00:20:00

Advertiser **CARE for Michigan** Product **CARE for Michigan**

Estimate # **1284**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
N 3	WXYZ	10/07/12	10/07/12	Action News SUN 6am Action News SUN 6am	CM	SUN 6-7am	-----S	:30	1	\$500.00	P-2	0.00	NM	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/02/12	10/08/12	-----S		1				\$500.00		0.00			
N 4	WXYZ	10/02/12	10/08/12	M-F 9a-10a M-F 9a-10a	CM	9-10am M-F	11-----	:30	2	\$800.00	P-2	0.00	NM	2	\$1,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/02/12	10/08/12	11-----		2				\$800.00		0.00			
N 5	WXYZ	10/03/12	10/05/12	M-F 11a-12n M-F 11a-12n	CM	11am-12pm M-F	--1-1--	:30	2	\$1,000.00	P-2	0.00	NM	2	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/02/12	10/08/12	--1-1--		2				\$1,000.00		0.00			
N 6	WXYZ	10/02/12	10/04/12	5p News 5-6pm M-F	CM	5-6pm M-F	-1-1---	:30	2	\$1,800.00	FX	0.00	NM	2	\$3,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/02/12	10/08/12	-1-1---		2				\$1,800.00		0.00			
N 7	WXYZ	10/04/12	10/04/12	Thursday Prime A Thursday Prime A	CM	8-9pm Thursday	---T---	:30	1	\$4,000.00	P-3	0.00	NM	1	\$4,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/02/12	10/08/12	---T---		1				\$4,000.00		0.00			
N 8	WXYZ	10/07/12	10/07/12	Sunday Prime B Sunday Prime B	CM	8-9pm Sunday	-----S	:30	1	\$7,000.00	P-2	0.00	NM	1	\$7,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/02/12	10/08/12	-----S		1				\$7,000.00		0.00			
N 9	WXYZ	10/03/12	10/08/12	M-F 1135p-1205a Nightline	CM	1135pm-1205am M-F	1-1----	:30	2	\$2,000.00	FX	0.00	NM	2	\$4,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/02/12	10/08/12	1-1----		2				\$2,000.00		0.00			
Totals														17	\$28,700.00